

Carolina Veira
1590 NW 159th Ave
Pembroke Pines FL 33028

November 21, 2024

City of Pembroke Pines,
City Clerk's Office
601 City Center Way
Pembroke Pines, Florida 33025.

CITY CLERK'S OFFICE
CITY OF PEMBROKE PINES
2024 NOV 26 AM 10:55

Re: Citizens Budget Advisory Board

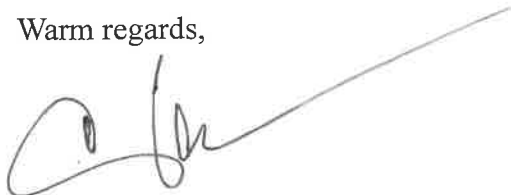
Dear Selection Committee:

I want to extend my heartfelt gratitude for the opportunity to apply for the Citizens Budget Advisory Board member position. It is an honor to be considered for a role that plays such an integral part in shaping the city's financial priorities and ensuring the well-being of our community.

As someone deeply committed to community development and fiscal responsibility, I am inspired by your dedication to thoughtful planning and growth. Serving in this capacity would be both a privilege and an opportunity to contribute meaningfully to the city I hold dear.

Thank you once again for this opportunity, and I look forward to supporting Pembroke Pines in any way I can.

Warm regards,



Carolina M. Veira

VP of Development at Habitat Broward & Founder of Latinas in Business

Caro.veirac@gmail.com
786-459-3402 cell

CITY OF PEMBROKE PINES
ADVISORY BOARD AND COMMITTEE APPLICATION FORM

Please return the signed and completed application form and a recent resume to: City of Pembroke Pines, City Clerk's Office, 601 City Center Way, Pembroke Pines, Florida 33025.*

***NOTE: YOUR RESUME MUST ACCOMPANY THIS APPLICATION IN ORDER FOR THE APPLICATION TO BE CONSIDERED.**

2021 NOV 26 AM 10:55

CITY OF ENA'S OFFICE
CITY OF PEMBROKE PINES

Please type or use dark ink to complete this form.

Applicant Name Carolina Veira

Race* Multiracial National Origin* Ecuador

Occupation Vice President of Development

Street Address 1590 NW 159th Ave. Pembroke Pines FL 33028

Subdivision Towngate - Canary Bay

Home Telephone 786-459-3402 Business Telephone _____

E-mail Address caro.veirac@gmail.com

Length of Residence in Pembroke Pines (if applicable) 6 1
Years Months

Length of Time as Business Person in Pembroke Pines (if applicable) 4 _____
Years Months

Are you a registered voter? Yes Commission District No. 1 Precinct No. X019

Do you have a criminal record? No If yes, please explain. _____

Have you ever been convicted of a felony? No If yes, please explain. _____

Do you have any criminal charges pending? No If yes, please explain. _____

Do you have any relatives employed by the City? No If yes, please state name(s): _____

Are you aware of any potential conflict of interest that may arise from your serving on this/these board(s)? No If yes, please explain. _____

Does your business, or your employer have any contractual relationship with, or do any business with the City? No If yes, please explain.

Do you have monies owed to the City that are delinquent? No If yes, please explain.

Do you have any pending code violations relating to property owned by you in the City? No If yes, please explain.

Do you have any violations relating to other City codes? No If yes, please list:

*The responses to these items is optional. The City is interested in providing for cultural diversity on its Advisory Boards and Committees, and seeks this information solely in order for the City to further its goal to provide for diversity on its Advisory Boards and Committees.

Which board or committees are of interest to you? Please indicate up to three preferences by ranking. Please denote your first choice with a "1," etc. Please place a number adjacent to any board or committee for which you wish to be considered. If you do not place a number next to a board or committee, the City Commission will not be able to consider you for that board or committee.

- | | |
|---|---|
| <u> </u> Arts & Culture Advisory Board | <u> 3 </u> Affordable Housing ¹ |
| <u> </u> Board of Adjustment | <u> </u> Charter High School Advisory Board ² |
| <u> </u> Economic Development Board | <u> </u> Education Advisory Board |
| <u> </u> Environmental Advisory Board | <u> </u> Citizens Committee/Hurricane Prep
(Ad Hoc) |
| <u> </u> Planning & Zoning Board | <u> </u> Police and Fire Pension Fund Board |
| <u> </u> Diversity and Heritage Advisory Board | <u> </u> Social Media Committee (Ad Hoc) |
| <u> </u> Charter Review Board | <u> </u> Public Art Committee (PAC) New |
| <u> 2 </u> Budget Committee (A. Castillo) | <u> </u> Charter Review Board ³ |
| <u> 1 </u> Citizen's Budget Advisory Board | |

¹You must complete the “Supplement to Application for Affordable Housing Committee.”

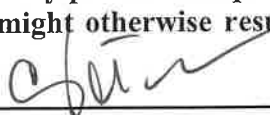
²Representative of Educational or Business sector of the Community

³This Board is convened once every five years.

Please provide a brief statement outlining why you wish to serve on the board(s) you have indicated above.

I am eager and passionate about serving on the Citizens Budget Advisory Board to leverage my expertise in the areas of Finance, Business Development and Community Outreach, and various industries from construction, real estate and renewable energy to healthcare and social impact. As Vice President of Development of Habitat for Humanity of Broward, I manage multi-million dollar budgets, analyze financial reports, and prioritize initiatives that address critical community needs such as affordable workforce housing and upward mobility. My leadership roles with organizations like the Hispanic Heritage Chamber of Commerce, Hispanic Entrepreneur Initiative, and South Florida Hispanic Chamber of Commerce have deepened my ability to balance fiscal responsibilities with community priorities and impact. I am also part of the Presidential Leadership Scholars and Georgetown University Alumni groups, where I can leverage these connections to help me bring innovative thinking and advice to the board, which I believe will help us become stronger and better advisors to ensure that we do what is right for the residents, businesses and stakeholders of Pembroke Pines. I am committed to helping Pembroke Pines develop budgets that align with its long-term vision, enhance services, and reflect the values, needs and dreams of its residents. I am here to serve and add value to this Board.

I hereby certify that all statements made in this application are true and complete. Permission is granted to the City of Pembroke Pines to investigate and verify criminal and credit history and any information provided on this and successive documents completed for purposes of my appointment to the City Board or Committee. In return for consideration of my application, I release any person who provides information pertaining to me from all claims or liabilities that might otherwise result from such information or opinions.



Applicant's Signature

11/21/2024

Date

Applications for board and committee vacancies are accepted throughout the year. For additional information, please call the City Clerk's Office at (954) 450-1050.

CAROLINA M. VEIRA, MBA, MA-IBP

Pembroke Pines, FL • (786) 459-3402 • caro.veirac@gmail.com • www.carolinaveira.com • [LinkedIn](#)

Passionate and dedicated healthcare leader – Expert in forging impactful alliances and strategies in community-based health services and value-based care organizations

Dynamic, results-oriented leader with a proven track record of expanding business development through strategic partnerships and community initiatives. Instrumental in driving a 30% year-over-year (YOY) revenue growth. Adept at leading multi-departmental teams and building high-impact relationships that advance health equity and sustainability. With over 15 years of experience, Carolina has held strategic leadership roles, where she has played a key part in refining patient care practices, leading health equity initiatives focused on patient-centered solutions, and cultivating a culture of compassionate care.

Career Highlights

- Led value-based care initiatives that improved social determinants of health and spearheaded community partnership and outreach efforts, driving a 30% year-over-year revenue increase and scaling to significant multimillion-dollar growth through strong financial stewardship and operational leadership.
- Successfully established and nurtured public-private partnerships to deliver health resources and education, positively impacting over 75,000 families nationwide annually.
- Navigated complex state health and immigrant rights policies, contributing to organizational growth and fostering a more inclusive approach to healthcare.
- Enhanced brand presence and media coverage by 35%, establishing a robust communication strategy that increased public engagement and awareness.
- Implemented comprehensive sustainability reporting systems and led the development of the company's annual impact report, emphasizing transparency and community impact.

Professional Experience

Feb 2024 to Present • **HABITAT FOR HUMANITY OF BROWARD** • Florida/Hybrid

Leads business development, fundraising, marketing, communications, and ReStore operations to support affordable homeownership.

VICE PRESIDENT, DEVELOPMENT

Leads the areas of Fundraising, Marketing and Communications and ReStore Operations in support of affordable homeownership.

- *Developed and executed a Development strategic plan, aligning with organizational mission and driving sustainability and growth.*
- *Cultivated strategic relationships with the members of the Board, donors, elected officials, and community leaders to enhance advocacy and collaboration.*
- *Raised over \$1.5M within four months through targeted fundraising and development strategies.*
- *Oversaw ReStore operations, achieving an additional \$2.4M in revenue and operational efficiency.*

Sep 2017 to Oct 2023 • **CAREMAX, INC.** • Miami, FL/Hybrid

Organization went public in 2020, a value-based care delivery system that utilizes a proprietary technology-enabled platform and multi-specialty Whole Person Health model to deliver comprehensive, preventative, and coordinated care for its 240K+ patients across 10 states and 60+ locations.

VICE PRESIDENT, COMMUNITY & CORPORATE PARTNERSHIPS — Nov 2022 to Oct 2023

Led partnerships, business development, and health equity initiatives as part of the Healthy People 2030 strategy.

- *Spearheaded member growth and retention strategies, resulting in 17% YoY revenue growth, surpassing department targets.*
- *Utilized data analytics to craft effective business and marketing strategies, enhancing brand value and stakeholder alignment.*
- *Analyzed financial, operations and sales data and key performance indicators to report on progress and goals and provide actionable items and recommendations to senior leadership, C-level and non-finance audiences effectively.*
- *Strengthened stakeholder relationships, achieving a 10% boost in operational efficiency and a 35% increase in media coverage.*
- *Cultivated partnerships that bolstered corporate social responsibility, driving a 50% increase in partner-driven revenue.*
- *Implemented sustainability reporting and led the production of annual impact reports.*
- *Represented the organization at high-profile conferences and events, amplifying awareness of mission and impact.*
- *Creation and development of DEI Steering Committee. Leader of the ESG, Impact Steering Committees.*

CAROLINA M. VEIRA

PRIOR ROLES: Director of Strategic Partnerships and CSR (Aug 2020 to Nov 2022) and Director of Finance (Sep 2017 to Aug 2020)

- *Played a pivotal role in financial planning and forecasting, contributing to strategic long-term business growth.*
- *Launched community-based initiatives that improved social determinants of health and delivered 15% annual revenue growth.*

Nov 2015 to Sep 2017 ● **HORIZON BLUE CROSS BLUE SHIELD OF NEW JERSEY** ● Ewing, NJ

BUDGET MANAGER, GOVERNMENT RELATIONS PROGRAMS

- *Enhanced budget efficiency through hands-on management, achieving \$1M in annual cost savings and boosting supplier diversity.*
- *Collaborated with state program teams to meet mandates and improve payment recoveries by 13%.*
- *Managed 3 direct reports and oversaw 25+ volunteers, fostering cross-departmental learning and collaboration.*

May 2013 to Nov 2015 ● **ANTHEM (SIMPLY HEALTHCARE PLANS)** ● Coral Gables, FL

FINANCE MANAGER, MEDICARE & MEDICAID MARKETS

- *Provided advanced financial recommendations that increased productivity and patient experience across departments.*
- *Managed a team of 10, influencing partnerships that drove a 15% improvement in social determinants of health and a 10% YoY revenue increase.*

May 2012 to Mar 2013 ● **CIGNA** ● Miami, FL

ACCOUNTING SUPERVISOR

- *Responsible for the preparation of accurate managerial and financial reports, annual budgets and operational forecasts, cash flows, and quarterly and annual State filing.*

Voluntary Work

2023 to Present ● **LATINAS IN BUSINESS** ● **CHIEF EXECUTIVE OFFICER** ● Miami, FL

- *Leads a global network of 10,000 Latina, women-owned businesses, enhancing access to capital and financial literacy.*

2020 to 2023 ● **HISPANIC STAR** ● **HUB LEADER** ● Miami, FL

- *Directed equity and inclusion initiatives, overseeing 25 ambassadors and 100+ volunteers, and partnering with 40+ organizations.*

Board Service

AFP Broward, Board Director | Deliver the Dream, Board Director | Hispanic Entrepreneur Initiative, Board Director | South Florida Hispanic Chamber of Commerce, Healthcare & Sustainability Committees | Hispanic Heritage Chamber of Commerce, Vice Chair | American Red Cross, Gala Committee | Kids in Distress, Gala Committee Chair | Georgetown University Alumni – Miami, Member | Brooklyn2Bogota, Mentor | Untapped Potential: The Hispanic Talent Advantage, contributed to study prepared by IBM.

Recognition

2024 PRESIDENTIAL LEADERSHIP SCHOLAR	2021 100 SUCCESSFUL WOMEN IN BUSINESS
2023 DIVERSE VOICES 2023 BY SOUTH FLORIDA BUSINESS JOURNAL	2021 PROFILES OF DIVERSITY JOURNAL: LATINO LEADERS WORTH WATCHING
2022 100 MOST INFLUENTIAL LATINAS BY LATINO LEADERS	2020 SOUTH FLORIDA HISPANIC CHAMBER OF COMMERCE: DEI AWARD
2022 MAESTRO AWARD – ULTIMATE DRIVE BY LATINO LEADERS	2020 HISPANIC HERITAGE ENTREPRENEUR CHAMPION AWARD
2021 HISPANIC WOMEN OF DISTINCTION	

Education

MA, International Business and Policy, 2022 – Georgetown University – Washington, DC

MBA, 2011 - D'Youville University – Buffalo, New York

B.S., Business Management, 2008 - D'Youville University – Buffalo, New York

B.S., Accounting - D'Youville University – Buffalo, New York

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Carolina M. Veira's Bio

Carolina M. Veira is a visionary leader, finance and sustainability strategist, and a dedicated advocate for equity, with a commitment to advancing and empowering women and communities of color. Carolina is currently the Vice President of Development at Habitat for Humanity of Broward where she looks to expand opportunities for growth, affordable homeownership and economic empowerment for all minorities.

In her most recent role as the Vice President of Community & Corporate Partnerships at CareMax, Inc., Carolina spearheaded initiatives in Strategic Partnerships, External Affairs, Social Impact, and Business Development. Her efforts were instrumental in fostering meaningful relationships with community, city, and state stakeholders, aligning with her mission to improve financial inclusion, access to quality education, and health equity for underrepresented communities in Florida and across the United States. As a key member of the leadership team, she played a pivotal role in shaping the organization's vision, defining goals, and establishing long-term strategies. Carolina also provided invaluable support in coaching and nurturing the professional development of team members.

Carolina's earlier role as Director of Finance at CareMax showcased her proficiency in overseeing budget controls, forecasting activities, and long-term strategic planning. Beyond her departmental responsibilities, she extended her expertise in Finance, equity, and community outreach to various partner organizations, crafting innovative strategies that emphasized inclusion, community engagement, and sustainability.

Carolina is also the founder of The Strategic Group, a consulting and advisory firm supporting individuals and organizations on their path to Sustainable Finance through strategy, partnerships, community engagement and impact.

Passionate about philanthropy, Carolina has dedicated her time to supporting individuals, foundations, chambers of commerce, and nonprofits in realizing their philanthropic goals. She is currently the Vice Chair of the Hispanic Heritage Chamber of Commerce, sits on the board of Deliver the Dream, and is part of the healthcare committee of the South Florida Hispanic Chamber of Commerce. Carolina has earned accolades for her impactful work as an executive and community builder. She is also a **2024 Presidential Leadership Scholar** and has been recognized as a 2023 Diverse Voice by the South Florida Business Journal, as a 2022 Maestro Award – Ultimate Drive by Latino Leaders Magazine, and is a 2021 Woman of Distinction, amongst others. She is also a 2024 Presidential Leadership Scholar

Carolina earned her Master's in International Business and Policy from Georgetown University - Walsh School of Foreign Affairs & McDonough School of Business. She holds a double Bachelor of Science degree in Business and Accounting, along with an MBA from D'Youville

University. As an Ecuadorian-American currently residing in Pembroke Pines, Carolina is not only a strategic professional but also an avid tennis enthusiast, a proud fan of the Buffalo Bills, and a fluent speaker of three languages.

Carolina Veira's Highlights

1. Formal Launch of Impact and Sustainability Program: Spearheaded the successful launch of CareMax's Impact and Sustainability program, leading stakeholder engagements and overseeing the development of the Impact website (www.caremax.com/impact), resulting in enhanced transparency and reporting on our commitment to sustainability.
2. Corporate Philanthropy and Volunteer Program: Fundraised and managed a \$3M+ budget for corporate contributions, addressing humanitarian crises and fostering community engagement initiatives. Pioneered a company-wide volunteer program, which collectively amassed over 10,000 volunteer hours, reinforcing CareMax's dedication to making a positive impact.
3. Health Equity Leadership: Instrumental in shaping CareMax's strategic direction by making health equity a central focus. Acted as the organization's representative in Health Equity Forums at CMS and other healthcare institutions, strengthening our commitment to equitable healthcare access.
4. Sustainable Finance Oversight: Steered all financial aspects of IMC Health, overseeing a revenue of \$352M (prior to M&A). Developed and executed a comprehensive long-term financial strategy, ensuring sound financial planning and reporting.
5. Equity Advocacy: Championed diversity hiring and training initiatives for staff members, establishing and leading internal committees for Diversity, Equity, and Inclusion (DEI) and Environmental, Social, and Governance (ESG) efforts. Leveraged AI to optimize the potential of our team members, fostering a culture of inclusion, belonging and innovation.
6. Community & Corporate Partnerships: Led the charge in forging collaborations between CareMax, community organizations, and corporate partners. Launched the impactful "*CareMax in the Community*" initiative, providing healthcare, educational, and financial resources to underserved communities in the United States and Latin America, positively impacting over 75,000 families.
7. Supplier Diversity Promotion: Actively promoted financial inclusion by facilitating connections between small and minority-owned businesses and opportunities both within and outside the organization, furthering our commitment to diversity and economic empowerment.

8. Grants and Fundraising: Carolina has been instrumental in developing projects, completing all stages of funding proposal development, grant submissions and revenue growth.

Board Service & Professional Development

Deliver The Dream, Board Director

South Florida Hispanic Chamber of Commerce, Healthcare & Sustainability Committee Member

Hispanic Heritage Chamber of Commerce, Vice Chair

Brooklyn2bogota, Mentor

Untapped Potential: The Hispanic Talent Advantage. Contributed to study by IBM

Recognitions

2024 Presidential Leadership Scholar <https://www.presidentialleadershipscholars.org/>

2023 Diverse Voices 2023 By South Florida Business Journal

2023 South Florida Hispanic Chamber of Commerce: Hispanic Leadership

2022 100 Most Influential Latinas

2022 Maestro Award – Ultimate Drive by Latino Leaders Magazine

2021 Hispanic Women of Distinction

2021 100 Successful Women in Business

2021 Profiles of Diversity Journal: Latino Leaders Worth Watching

2020 South Florida Hispanic Chamber of Commerce: Diversity & Inclusion Award

2020 Hispanic Heritage Entrepreneur Champion Award by LABA

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